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(54) LIQUID CRYSTAL DISPLAY DEVICE

(57) Abstract:

PURPOSE: To reduce large-scale picture flicker and line flicker by constituting one picture element by arranging four picture elements of R, G, G, B in a square shape, and dividing the picture element into respective picture element areas of G.R and G.B or G.G and R.B, and distributing them, and controlling the polarity of these picture element areas.

CONSTITUTION: A full line frame in a figure constitutes one picture element, and in this picture element arrangement, the picture element is divided into the respective areas of G.R and G.B or G.G and R.B, and the polarity at the time of making into AC is made reversed polarity to each other. By arranging four picture elements of R, G, G, B in the square shape as one picture element, a spatial surplus in a vertical direction comes to be used effectively, and especially, the size of one picture element in the vertical direction becomes $y < SB$ POS = "POST" > $1 < SB > / 2$, and becomes the half of a traditional example. Besides, since one picture element is divided into two parts in the vertical direction as well, at the time of drive, the

portion of two lines (portion of two picture element lines) comes to be driven simultaneously. Thus, the line flicker or the large scale picture flicker can be reduced.

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